



WPTV

## ORDER

Print Date 09/26/12

Page 1 of 2

Flight Dates 10/22/12-11/05/12

Contract / Revision 312391 /

Original Date / Revision  
09/25/12 09/26/12Advertiser **Bogdanoff / Republican / Se**Agency **McLaughlin & Associates**

Buying Contact

919 Prince Street  
Alexandria, VA 22314Product  
**Ellyn Bogdanoff Campaign**

Agency Com 15%

Billing Contact

919 Prince Street  
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **514**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	20	\$20,102.50	\$23,650.00	0.00
November 2012	24	\$24,628.75	\$28,975.00	0.00
<b>Totals</b>	<b>44</b>	<b>\$44,731.25</b>	<b>\$52,625.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	20	\$20,102.50	\$23,650.00
10/29/12	11/05/12	24	\$24,628.75	\$28,975.00

Hiatus Dates: 09/11/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/22/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	1-1-1--	:30	3	\$1,500.00	FX	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-1-1--					3	\$1,500.00		0.00			
		Week: 10/29/12	11/04/12	1-1-1--					3	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 2	WPTV	10/22/12	11/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	1-1----	:30	2	\$550.00	P-1	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WPTV**

Print Date: 09/26/12

Page 2 of 2

Contract / Revision    **312391**    Flight Dates **10/22/12-11/05/12**

Hiatus Dates    Hiatus Dates: 09/11/12

Original Date / Revision    09/25/12/    09/26/12

Order Sep    00:20:00

Advertiser    **Bogdanoff / Republican / S**    Product **Ellyn Bogdanoff Campaign**    Estimate #    **514**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	10/22/12	11/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	1- 1- - - -	:30	2	\$550.00	P-1	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1- 1- - - -		2			\$550.00			0.00			
	Week:	10/29/12	11/04/12	1- 1- - - -		2			\$550.00			0.00			
N 3	WPTV	10/22/12	11/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	1- 1- - - -	:30	2	\$475.00	P-1	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1- 1- - - -		2			\$475.00			0.00			
	Week:	10/29/12	11/04/12	1- 1- - - -		2			\$475.00			0.00			
N 4	WPTV	10/22/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1- - - 1- -	:30	2	\$425.00	P-1	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1- - - 1- -		2			\$425.00			0.00			
	Week:	10/29/12	11/04/12	1- - - 1- -		2			\$425.00			0.00			
	Week:	11/05/12	11/11/12	1- - - - -		1			\$425.00			0.00			
N 5	WPTV	10/22/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	11- - - - -	:30	2	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	11- - - - -		2			\$1,600.00			0.00			
	Week:	10/29/12	11/04/12	11- - - - -		2			\$1,600.00			0.00			
	Week:	11/05/12	11/11/12	1- - - - -		1			\$1,600.00			0.00			
N 6	WPTV	10/22/12	11/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	- - 11- - -	:30	2	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - 11- - -		2			\$1,600.00			0.00			
	Week:	10/29/12	11/04/12	- - 11- - -		2			\$1,600.00			0.00			
N 7	WPTV	10/22/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	1111- - -	:30	4	\$1,800.00	FX	0.00	NM	9	\$16,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1111- - -		4			\$1,800.00			0.00			
	Week:	10/29/12	11/04/12	1111- - -		4			\$1,800.00			0.00			
	Week:	11/05/12	11/11/12	1- - - - -		1			\$1,800.00			0.00			
N 8	WPTV	10/22/12	11/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	1- - - - -	:30	1	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1- - - - -		1			\$950.00			0.00			
	Week:	10/29/12	11/04/12	1- - - - -		1			\$950.00			0.00			
N 9	WPTV	10/22/12	11/04/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - - - S-		1			\$850.00			0.00			
	Week:	10/29/12	11/04/12	- - - - - S-		1			\$850.00			0.00			
N 10	WPTV	10/22/12	11/04/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - - - S		1			\$850.00			0.00			
	Week:	10/29/12	11/04/12	- - - - - S		1			\$850.00			0.00			
Totals														44	\$52,625.00